Pricing Analytics for Food Companies

INDUSTRY	CLIENT
Food & CPG	A growing food company selling packaged foods, snacks, beverages, dairy, frozen foods, and pantry items across distributors, retailers, supermarkets, wholesalers, foodservice, and regional channels

OVERVIEW

For food companies, pricing decisions directly influence sales volume, margins, customer demand, brand perception, and competitive positioning. This case study highlights how Certainty helped a food company use Business Analytics to understand the impact of pricing changes and make more confident pricing decisions.

APPROACH

Consolidate
- Unify sales, pricing, margin, product, customer, regional, and channel data

Analyze
- Measure price-change impact on volume, margins, and demand response

Compare
- Benchmark channels, regions, promotions, and competitor positioning

Decide
- Support pricing strategy, margin protection, and growth planning

THE PROBLEM

The client had sales and pricing data available, but it was scattered across product reports, retailer inputs, distributor records, spreadsheets, and finance summaries. Pricing decisions were often made using partial information, making it difficult to balance revenue growth, demand, and profitability.

- Limited visibility into how pricing changes affected sales volume
- Difficulty understanding the impact of price changes on margins
- Lack of clarity on customer demand response across regions and channels
- Manual comparison of pricing performance across products and categories
- Difficulty identifying price-sensitive products and customer segments
- Limited visibility into competitor pricing and market positioning
- Unclear relationship between discounts, promotions, pricing, and profitability

SOLUTION OFFERED

Certainty developed a Pricing Analytics framework that consolidated sales, pricing, margin, product, customer, regional, distributor, retailer, promotion, and competitor-related data into a structured analytics model with dashboard views for pricing, sales, finance, marketing, and leadership teams.

KEY FEATURES

- Consolidation of sales, pricing, margin, product, customer, regional, and channel data
- Margin analysis by product, category, region, retailer, distributor, and channel
- Identification of price-sensitive products, categories, and segments
- Competitor pricing comparison for market positioning
- Analysis of pricing changes and their impact on sales volume
- Demand response analysis across regions and customer segments
- Discount and promotion impact analysis
- Dashboard views for pricing, sales, finance, marketing, and leadership

BUSINESS IMPACT

The Pricing Analytics solution helped the client make more informed pricing decisions and improve pricing visibility across the business.

- Clearer understanding of how price changes affected sales volume
- Faster identification of price-sensitive products and customer groups
- Stronger understanding of demand response by region, category, and segment
- More confident pricing strategy backed by data-driven insights
- Better visibility into margin impact across products and regions
- Improved ability to compare pricing performance across channels
- Better alignment between sales, finance, marketing, and leadership

OUTCOME

Certainty helped the client transform scattered pricing and sales data into a structured Business Analytics solution, enabling the food company to understand how pricing changes affected sales volume, margins, customer demand, and competitive positioning.

TECHNOLOGIES & EXPERTISE

Business Analytics | Pricing Analytics | Margin Analysis | Demand Response Analysis | Promotion Analytics | Competitive Pricing Analysis | Interactive Dashboards | Business Intelligence (BI)